



LISA BUSH

Enthusiast
DISC Type : i

Marketing Director at McDivitt Law Firm
Denver, Colorado, United States

Overview

Lisa has no verified overview

Personality Overview

Story Driven

Consensus Focused

Optimistic

Unlike D or C types, they are convinced more by stories and testimonials. They prefer to build relationships rather than staying totally transactional. They tend to be agreeable by nature, so take their promises with a pinch of salt.

Topics They Care About

Lisa has no verified topics they care about

Media Appearances

Lisa has no verified media appearances

Work History

- 7-2012
Marketing Director at McDivitt Law Firm
- 2011
Author at The Debutante Detective
- 2-2011 - 7-2012
Anchor/Reporter, Local Edition at NY1 News
- 1-2010 - 12-2010
Producer/Reporter at KKTU
- 12-2008 - 1-2010
Reporter at KKCO-TV

Education

- 2005 - 2006
Master's degree from Columbia University
- 1999 - 2002
BA from University of Southern California

More Information

Social Presence :



Prographics :

Exp : 22 Location : **Denver, Colorado, United States** Job Level : **Mid-senior**

Designation : **Marketing Director at McDivitt Law Firm**

Interested In

Lifestyle

News Writing, Editing, Journalism

Insights For Selling To Lisa

👉 During A Call Or A Meeting

DO's

- Give them the opportunity to lead the conversation where possible
- Refer to interesting customer testimonials and stress on great customer experience
- Compliment them about their personality if you get a chance

DONT's

- Don't ask too many questions in one go, weave them into the flow
- Don't be excessively objective, be like a storyteller with them
- Don't be critical or challenge them openly, they can react defensively

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Lisa, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Lisa, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Lisa is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Lisa

- *They are unlikely to say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Lisa Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Lisa Take Some Risk Or Not?

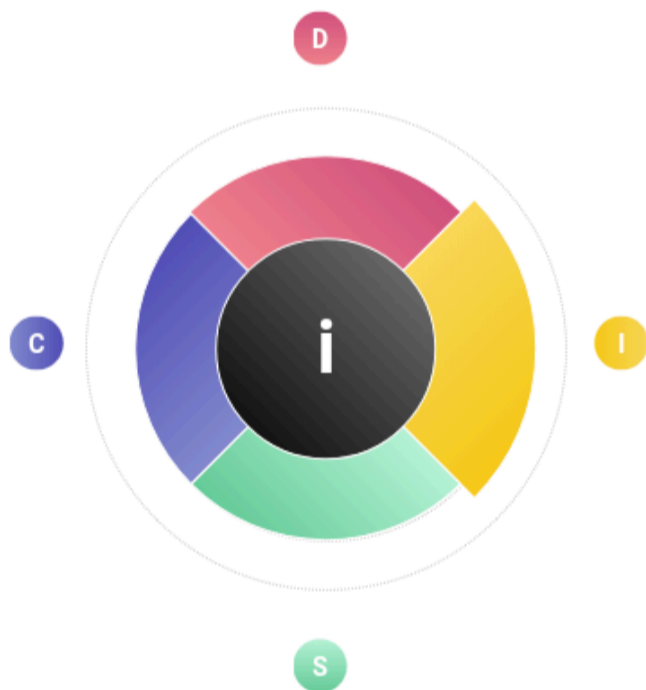
- *They can take some low-probability risks if needed.*

You And Lisa

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lisa's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.